

**ABSTRACT OF THE DISCLOSURE**

There is provided a method and composition for improving the water resistance, shine, gloss, surface smoothening, and/or film-forming attributes in various personal care, hair care and cosmetic products. The composition has a novel polyurethane polyesterpolyquat. Preferably, the polyurethane polyesterpolyquat is incorporated into a shampoo, hair conditioner, mascara, color cosmetic, body wash, liquid soap, hair color, nail care and/or skin care composition.

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